



**Who:** Downtown Arlington Management Corp.  
**What:** More Than a Game NYE Super Party!  
**When:** Dec. 31, 2010 -- 9 p.m. to 1 a.m.  
**Where:** Arlington Museum of Art  
201 W. Abram St, Arlington, Texas  
**Why:** Welcome in 2011 – Year of Super Bowl XLV

## **MEDIA ADVISORY**

December 15, 2010

CONTACT: Aimee McMullen  
Downtown Arlington Management Corp.  
(817) 303-2800

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## **Join the Downtown Countdown to 2011!**

ARLINGTON, TEXAS. The Downtown Arlington Management Corporation is pleased to partner with our sponsors to present a New Year's Eve "More Than a Game" Super Party on Dec. 31 at the Arlington Museum of Art. The public is invited to join us for the downtown countdown to 2011.

"Super Bowl XLV is coming to Arlington on Feb. 6, 2011 – it's a big deal for our city," said Ken Devero, president of the Downtown Arlington Management Corporation. "Downtown is the perfect place to gather and celebrate our successes."

Live music by Dallas party band, FM, will light up the dance floor with a wide variety of music styles including Jazz, R&B, Disco, and Top 40 hits from the 60's to the 90's. Another highlight of the evening will be the delectable hors'd oeuvres provided by Arlington caterer, A Sophisticated Affair.

Partygoers will get a sneak peek preview of the "Heroes of Super Bowls Past" collection by artist, Steve Moya, whose work will be on exhibit at the Museum of Art during Super Bowl XLV. Guests will also get a chance to win an original piece of artwork from his collection.

For more information, please contact Aimee McMullan at 817-303-2800 or visit the website for ticket information at [www.downtownarlington.org](http://www.downtownarlington.org). Proceeds from the event will benefit Downtown Arlington redevelopment efforts.